

CRUISE LINES REMODEL OLD SHIPS TO OFFER NEW EXPERIENCES



Hard work put in by cruise lines has removed the myth that they all remain the same. Cruise lines used to be flocked by senior travelers spending time at buffets day and night. All that has changed and cruise lines have started offering unique travel experiences keeping in mind the tastes of diverse travelers.

New cruise lines are loaded with choices designed to attract specific categories of travelers who are capable of appreciating what is offered to them. On the other hand, the older ships incorporate popular options when they are dry-docked for carrying out maintenance, which cannot be performed when sailing, and remodeling.

Recently, **Grandeur of the Seas of Royal Caribbean was remodeled at a cost of \$48 million.** The staterooms were upgraded with new furniture, upholstery, carpets and flat-screen TVs. This ship having a capacity of 73,817 tons was put into service in 1996. In 2007, it received a makeover. The remodeling carried out this year includes technological improvements, trendy restaurants that newer ships have and an LED screen placed near the pool.

The concept behind remodeling is making older ships competitive by incorporating the appropriate features of newer, bigger ships that will be effective for older, smaller ships.

The senior vice president of Royal Caribbean for Global Sales and Marketing, Lisa Bauer, said that one walking onto Grandeur of the Seas would feel as though he/she is boarding a ship that is brand new.

The concept of remodeling may not be new, but some are relatively more extensive. The 12-day makeover of the Norwegian Sun of Norwegian Cruise Line and Freedom of the Seas of Royal Caribbean was reported by Gadling.

The makeover that is scheduled to be completed shortly is the 49-day, \$155 million remodeling project undertaken by Carnival Cruise Lines. **Carnival promised to renew, re-energize and revive the most popular cruise line under its Funship 2.0 initiative.** The \$550 million plan involves adding branded onboard dining as well as programming elements such as Guy's Burger Joint that is designed by Guy Fieri of Food Network, Punchliners Comedy Club & Brunch of Comedian George Lopez and varied games, music and other activities in association with such names as EA Sports, Hasbro and DJ Erie, Miami Heat celebrity.

The extensive \$155 million makeover being carried out on Carnival Destiny will transform the ship put into service in 1995 so much that it will be renamed as Carnival Sunshine. The ship is expected to reenter into service in April next year and it will be complete with the bar, dining and entertainment modules conceptualized as part of the product enhancement program Fun Ship 2.0 as well as other exclusive features.

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